FUTURE FORECASTING OF SPORTSWEAR
Emerging Trends Towards Active Wear
Active Wear

Functional clothing is a sector, which nowadays does not distinguish between sports enthusiasts or professional athletes. So you will find the same demands in consumer sport as you will in specific sport. Nordic walking, running, cycling and the wide range of new outdoor & indoor activities bring a renewed desire for sport clothes that are finished with highly functional products to support our active lives. Body climate control, breathable fabrics, moisture transport, soil and water repellency effects and color fastness are just a few buzz-words consumers are using when looking at sports garments, combined with convenience, design trends and durability. In active wear the words themselves lead the way. The garment is expected to fit into daily life. If you want you can workout, run or just wear your active clothes because they look great, are fashionable and –most importantly – feel comfortable. Recent trends show pure sportswear crossing over into our everyday lifestyle: sports wear meets street wear.
Emerging Consumer Trends

1. Fitness Conscious Customers
2. Acceptance of Higher Price Points
3. Focus on Women Segment
4. Increasing Focus on Speciality Products
4. Growth of Product Categories like Yoga wear
With the increasing number of Indian consumers becoming fitness conscious, they are taking up outdoor exercises, running and enrolment in fitness clubs, etc. This shift towards running and other outdoor exercises to stay fit has increased the sales of sports goods.
With the advent of many premium international brands in the retail market and the increasing disposable income, Indian customers are now accepting higher price points from the established brands.
Many organized players have realized the potential of women’s segment now. Women have been actively taking up fitness based activities and demanding sports goods – apparel, footwear, etc.
Emerging Trends

Increasing Focus on Specialty Products

Till a few years, Indians were not conscious of the kind of sports shoes / apparel they wear for various activities like running, walking, playing tennis, etc. However, now-a-days consumers are becoming aware of these specialized products and are buying these over the regular ones.
From warm-up to the finish line – We have expert which provides knowledge and support at each stage of the fabric production process.

Technician has the product, know-how, expertise and research & development facilities to fulfill the needs and requirements in today’s sportswear and outdoor market. Properties such as soil & stain release, water repellency, wash & wear, moisture transportation, rapid dry or HyDry are just a few finishes available. These recipes and finishes provide durable freshness, antibacterial protection and quick drying properties. Most of the products are technology based and our latest developments give you the highest effectiveness.
Moisture Management

This finishing effect keeps your gym clothes dry. So you feel comfortable - even after the toughest workout.

• Wicks moisture away from skin.
• Dries more quickly.
• Stays soft and breathable.
HyDry Finish

This finish provides durable sensational freshness and wellbeing to the garment due to good drying properties and antibacterial treatment. Feel great during and after your workout.

- Quick Drying.
- Built-in Deodrant.
- Wicks moisture.
- Soft and breathable.
- Durable.
The great outdoors. If you are equipped adequately then yes, going outdoors is great. But the elements can change quickly and that sun you have been enjoying may give way to rain, wind or even snow. Dying product latest finishing effects allow you to enjoy your walking, mountain biking, climbing... In every weather condition.

- Preferred and best available technology.
- Keeps away water.
- Keeps fabric dry and comfortable.
- Repels most aqueous stains.
- Fabric breathable.
Yoga has become a part of Indian landscape and a lucrative industry. Apparels and accessories specially made for yoga are gaining a thrust as the consumers are becoming conscious of the specialized products for yoga.
Indian Apparel Market to Grow at 12%

While India and China tend to grow at 12% and 10% respectively, US and EU will grow at 2% and 1% respectively.
Online Apparel Sales to grow by 40% in the next 10 years

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<tr>
<th>In US Bn</th>
<th>2015</th>
<th>2025(P)</th>
<th>CAGR</th>
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<tbody>
<tr>
<td>Total Online Sales</td>
<td>5</td>
<td>130</td>
<td>39%</td>
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<tr>
<td>Online Apparel Sales</td>
<td>1.5</td>
<td>45</td>
<td>41%</td>
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<tr>
<td>Share of Online Apparel Sales</td>
<td>30%</td>
<td>35%</td>
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The share of online apparel sales would increase from 30% to 35% of the total online sales.
Asia sportswear market to grow at 7%
Indian sportswear market to grow at 15%

Indian Sportswear Market Size

Year | Value (in USD Mn)
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2015 | 740
2025 | 3,000

Sportswear Market Share

- Men: 66%
- Women: 31%
- Kids: 3%